

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

US Department of Commerce
US & FCS– Baltimore USEAC

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“Your Gateway to the World”

<http://www.buyusa.gov/baltimore>



August 2006 NEWSLETTER

Edited by Kristin Gormus

INDIA COMES TO BALTIMORE AT THE INDO-U.S. BUSINESS FORUM ON SEPTEMBER 1

On September 1, 2006, learn about business opportunities in India at the Indo-U.S. Business Forum – Vikasa – at the Baltimore Convention Center. The business forum is focusing on business opportunities in India and the Bangalore region, with a special focus on three sectors: information technology, healthcare & biotechnology, and infrastructure. Speakers include many prominent business executives from U.S. and Indian companies with extensive experience in the Indian market. For more information and to register, see <http://biz2006.akkaonline.org>.

After exploring the India market here in Baltimore, take the next step with the Commerce Department's Business Development Mission to India on November 29 - December 5, see <http://www.export.gov/indiamission/> for details.

Ready for India?

Register now for our
India Business Development Mission
November 29 – December 5, 2006 at
export.gov/indiamission

Register below for the India Trade Mission seminars. Contact local U.S. Export Assistance Centers for information.

Baltimore	09/01/06
Minneapolis	09/06/06
Denver	09/11/06
Westchester	09/13/06
Cincinnati	09/14/06
Fort Lauderdale	09/19/06
Providence	09/22/06

Don't miss our future webinars on doing business in India:

New Delhi dates and times to be announced

BALTIMORE EXPORT ASSISTANCE CENTER'S 2006 OPEN HOUSE!

Don't miss the Baltimore Export Assistance Center's 2nd Annual Open House! It will be held at the Baltimore Office on Friday, September 8, 2006 and will be followed by an Orioles Baseball Game across the street at Camden Yards!



The Open House is a great opportunity to see what the Center has been involved in over the last year and to honor and award local businesses that have experienced success in exporting.

To register for the event, please contact: Kimberly Robinson at the Baltimore U.S. Export Assistance Center at 410-962-4539 or Kimberly.Robinson@mail.doc.gov

U.S. TRADE AGREEMENTS & ENVIRONMENTAL TRADE OPPORTUNITIES

*September 29, 2006
9:00am to 2:30pm*



**Columbia, Maryland
\$25 Registration Fee**

(Breakfast & Networking Lunch provided)

Beyond the North American Free Trade Agreement (NAFTA), the United States has concluded Free Trade Agreements (FTAs) with 12 partner countries such as: Chile, El Salvador, Nicaragua, Australia, Singapore, Bahrain, Morocco, and more.

- *What are the Environmental Business Opportunities in FTA Partner Countries?*

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- *How can FTAs boost Environmental Technologies Export Opportunities?*
- *What U.S. government support exists for environmental trade with FTA partner countries?*
- *What financing is available through USG agencies and multilateral development banks?*
- *How can my company participate?*

To register, contact Jolanta Coffey, Baltimore USEAC, at (410) 962-4578 or jolanta.coffey@mail.doc.gov.

SELLING YOUR PRODUCTS TO CHINA: THE OPPORTUNITIES MAY BE GREATER THAN YOU THINK

by Martin Lewin

Late last year, my company contacted a U.S. fastener manufacturer about a Request for Proposal received by our Beijing office for auto parts for a multinational auto manufacturer assembling cars in China. The U.S. company declined even to respond to the RFQ, on the basis that it couldn't possibly compete with Chinese manufacturers of similar auto parts. The company was wrong, but there was no way we could convince the company that it could sell its products in China.

Unfortunately, many US companies have the same misconceptions: 1) that China manufactures everything; and 2) that US companies cannot compete with Chinese manufacturers. Nothing could be further from the truth.

In 2005, U.S. exports to China totaled \$42 billion, an increase of 20 percent over 2004 exports, making China the fourth largest market for U.S. exports after Canada, Mexico and Japan, and the fastest growing. During the first six months of this year, U.S. exports to China totaled over \$25 billion, an increase of more than one-third from the first six months of last year, and almost three times the rate of growth of U.S. exports generally. U.S. exports to China during the first six months of 2006 included:

- over \$2.5 billion in electronic integrated circuits and micro-assemblies;
- \$274 million in oscilloscopes, spectrum analyzers, and similar measuring equipment;
- \$195 million of instruments and apparatus for physical and chemical analysis, and similar measuring instruments and apparatus;
- \$190 million in instruments and appliances used in medical, surgical, dental or veterinary sciences; and

- \$183 million in taps, cocks, valves and similar appliances for pipes, tanks, vats, etc.

Conventional wisdom notwithstanding, a wide variety of U.S. manufactured products are being exported to China every day, ranging from centrifuges and pumps to electric capacitors and x-ray apparatus; from catalytic preparations to packaged medicines; from mechanical appliances for projecting, spraying or dispersing liquids or powders, to industrial and laboratory electric furnaces and ovens.

The question is why these and many other U.S. manufactured products are in demand in China despite China's manufacturing prowess?

There is no single answer to this question. However, in our experience, U.S. manufactured products sold into China fall into two broad categories: sophisticated products for specialized markets not readily available from domestic Chinese producers; and products sold for applications where quality and reliability are more important than price, particularly where safety is a major consideration.

For example, in terms of specialized markets, in representing one of our clients, we found a demand in China for U.S.-manufactured chillers for many uses, including laboratory applications, where temperature needs to be precisely controlled, and for applications with OEM equipment such as lasers, CNC lathes, injection molding equipment, printing equipment, and many other types of equipment that can be damaged by heat generated from the equipment when in use.

The value of U.S. exports of oscilloscopes, spectrum analyzers, and similar measuring equipment, and of instruments and apparatus for physical and chemical analysis, and similar measuring instruments and apparatus, noted above, all reflect the growing market for sophisticated testing products in a variety of manufacturing sectors, while U.S. exports of medical devices and diagnostic equipment reflect an increasing demand for sophisticated health care and treatment, particularly among China's growing middle class.

Growing demand also exists in China for environmental control equipment to address a wide range of pollution problems resulting from China's rapid economic development. The combination of rapid industrialization, a vast population and intensive agriculture has led to some of the world's worst air pollution, widespread shortages of fresh water and soil degradation. The magnitude of China's pollution problem is recognized by senior Chinese leaders, including President Hu Jintao and Prime Minister Wen Jiabao. As a result, environmental protection has become a government priority.

China is listed among the best prospects for U.S. exports of water resources equipment in a report prepared for the U.S. Commerce Department by the Center for International Trade Development, "Best Export Markets for U.S. Pollution Control Equipment 2005." The report noted that China's environmental protection industry is growing at approximately 15% annually during the past several years. The report goes on

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to list numerous opportunities for exports to China of products and services for municipal wastewater treatment, industrial wastewater treatment, water conservation, monitoring instruments, water treatment agents, and services.

Opportunities also exist for environmental control equipment and services in China's mining industry. For example, in China's copper smelting industry, the Government has issued new rules that restrict smelter locations, as well as specifying technology and equipment standards, energy-consumption limits, environment-protection standards and safety measures.

The opportunities for U.S. manufacturers in this sector is evident from the growth of US exports of "Filtering and Purifying Machinery and Apparatus for Liquid or Gases," the major export classification for pollution control equipment. During the six months of 2006, U.S. exports in this classification totaled \$128 million, an increase of 34 percent over the first six months of 2006.

Among the sectors where quality and reliability are important considerations in sourcing is China's growing auto industry, which soon will pass Germany as the third largest auto industry in the world after the U.S. and Japan. The importance of quality and reliability in sourcing is particularly the case for multinational joint ventures that account for a significant share of China's auto sector. The Center for International Trade Development's report "Best Export Markets for U.S. Automotive Parts and Accessories, 2004" listed China among the best prospects for exports of U.S. auto parts and accessories.

The report explained that most of the Chinese automotive parts manufacturers are not strong in developing new products due to the small scale of their operations and a shortage of capital and that compared to international companies, Chinese auto parts firms spend little on research and development. The report noted there is a growing market for imports, that many U.S. firms are already well known to Chinese end-users, and that American products are generally highly regarded by Chinese customers as having a good reputation for quality and reasonable price.

As a result, the auto sector in China looks to non-Chinese suppliers for a range of products, including brake cables, hinges, accelerometers (for deployment of airbags), and fuel pumps, because of safety concerns, and for products such as door handles for reliable appearance. In the first six months of 2006, U.S. exports of motor vehicle parts and accessories totaled \$228 million, an increase of 50 percent from the first six months of 2005.

In the power and oil and gas industry, parts such as safety valves often are sourced from non-Chinese suppliers due to safety considerations. The cost of these parts is insignificant compared to total capital cost of a power plant or a drilling operation; more importantly, the cost of these parts is insignificant compared to the cost of a shut-down or an accident.

Reliability also is a factor for sourcing many industrial components such as cutting tools and stamped, cast, and

powder metal manufactured components, where down-time and accidents due to the failure of these components are far more costly than the components themselves.

This is not to say it is easy for U.S. companies to sell these products into China. Effective selling often requires preliminary market analysis to determine market viability and locate potential customers within selected markets, and preparation of suitable marketing and instruction materials. Once sales are made, companies may be responsible for export and logistics management and for after-sales service and support, as well as for education and training of sales people and customers. Certain products also may need trademark and patent protection and product certification in China.

While this can be daunting, particularly for small- and medium-sized companies, U.S. companies have discovered that government and private sector resources are available to help them address these issues and penetrate China's market. In the final analysis, China provides an extraordinary opportunity for U.S. manufacturers with the right products and a commitment to enter one of the world's largest and fastest growing markets.

Martin Lewin is Chief Operating Office of Carhart Global Market Services. Carhart GMS specializes in providing sales management, sales, marketing and support services to help companies enter the Chinese market and to manage their sales and sales-related activities in China. He can be reached at mlewin@carhartgms.com

COMMERCE SECRETARY CARLOS GUTIERREZ TO LEAD TRADE MISSION TO CHINA

November 13-16, 2006
Application Deadline: September 15

China is the fastest-growing major market in the world. It is now the third-largest trading nation and America's third-largest trading partner. Total bilateral trade with the U.S. in 2005 was \$243 billion. Total U.S. exports to China in 2005 were \$41 billion, an increase of 19 percent over 2004. Through May 2006, U.S. exports have grown 37 percent over the same period last year. As America's fourth-largest export market, China provides excellent opportunities for U.S. companies in a number of industries.

U.S. companies have the chance to make or increase sales in this booming market by joining by joining Commerce Secretary Carlos M. Gutierrez as he leads a delegation of U.S. businesses on the Business Development Mission to China. [Request an application now.](#)

The Department of Commerce recognizes that while many U.S. companies have been successful in China, some companies need assistance negotiating the Chinese market to take advantage of the great opportunities that exist.

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This Mission represents an opportunity for both experienced exporters to explore these opportunities as well as assist U.S. companies that are currently operating in China to participate in a program designed to increase their current level of exports.

The Mission will assist U.S. businesses initiate or expand their exports to China's leading industry sectors by making business-to-business introductions, providing market access information, and providing access to government decision makers. The Mission aims to:

- Assist U.S. companies that are experienced exporters enter China for the first time;
- Assist U.S. companies already operating in China increase their business there;
- Address obstacles to trade with China, including transparency, intellectual property rights protection, and rule of law;
- Provide information on U.S. Government trade financing programs, through the inclusion of representatives from USTDA, Ex-Im and SBA.

The participation fee will be \$8,500 per firm, which includes one representative. The fee for each additional firm representative is \$3,000. The option to participate in the Mission is also being offered to U.S.-based firms in China or the region; the same fee structure applies. Expenses for travel, lodging, and incidentals will be the responsibility of each mission participant.

Don't miss this tremendous business opportunity. [Request an application](#) to participate in this business development mission. **The application deadline is September 15, 2006.** Completed applications should be submitted to the Office of Business Liaison. Applications received after September 15, 2006 will be considered only if space and scheduling constraints permit. Contact the Department of Commerce Office of Business Liaison at 202-482-1360 or chinamission@doc.gov.

EASTERN SHORE COMPANIES AND CHAMBER RECEIVE U.S. DEPARTMENT OF COMMERCE EXPORT AWARDS

At a reception held on August 21 in St. Michaels, Maryland, Bill Burwell, Director of the U.S. Export Assistance Center (USEAC) in Baltimore, highlighted the international trade achievements of three Maryland companies and the USEAC's cooperative partnership with the Salisbury Area Chamber of Commerce. According to Mr. Burwell, his office has been actively working with dozens of companies throughout the Eastern Shore to help them generate new revenue around the world.

"These Maryland companies and the Chamber are excellent examples of how exporting is working to create economic opportunity that support jobs throughout the Eastern Shore,"

Mr. Burwell said. "Ninety-five percent of the world's consumers live outside of the United States, and the U.S. Commercial Service will continue to work to help area companies take advantage of these new international sales opportunities. I commend these award-winners for their commitment to exporting."



Three companies were recognized with the U.S. Department of Commerce's Export Achievement Certificate. The award recognizes companies that have successfully exported for the first time or entered new foreign markets.

- **Cambridge International**, Cambridge. Cambridge International is a world leader in the manufacture of wire conveyor belting and wire cloth. According to the company's President and CEO, William Colson, and Vice President for Business Development, Roger Crow, "The services provided by the U.S. Commercial Service have been invaluable, especially in the early stages of our approach to a new market, or when challenges arise. We also appreciate and have benefited from the high level of cooperation among the Baltimore USEAC, the Maryland Department of Economic Development and the World Trade Center Institute."
- **The Great Gourmet**, Federalsburg. The Great Gourmet is a full-line food distributor and manufacturer selling in several distribution channels, including retail, food service, fulfillment, government sales, the Home Shopping Network and exporting. The company has taken advantage of many of the opportunities provided by the Baltimore U.S. Export Assistance Center to increase its expertise in international markets. According to company CEO Kim Scott, "I wouldn't even consider exporting without the Baltimore Export Assistance Center. They are always there when I need them."
- **Shore Genetics**, Centreville. Shore Genetics is a rural Maryland company that specializes in the sale of dairy cattle semen and genetics products. The company's President, Kevin Leaverton, said that the Baltimore U.S. Export Assistance Center "opened up a whole new scope of a way of doing business for a small company."

Mr. Burwell also recognized the Salisbury Area Chamber of Commerce for its partnership with the U.S. Commercial Service in promoting exports not only in Wicomico County, but also throughout the lower Eastern Shore. The Chamber has cooperated with the Baltimore USEAC, Maryland's DBED, and other export promotion agencies on providing export

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BALTIMORE USEAC WELCOMES NEW COMMERCIAL OFFICER

counseling, giving market briefings, and providing export education to area companies. According to Brad Bellacicco, Executive Director of the Chamber, "The expertise of the U.S. Commercial Service's staff combined with its close partnership with other private- and public-sector organizations devoted to international trade has been a real boon for our member companies seeking to expand their international sales."

The Eastern Shore field representatives for Senator Paul Sarbanes, Senator Barbara Mikulski, and Congressman Wayne Gilchrest cited the companies and the Chamber for their commitment to exporting and contributing to the economy of the region. Bradley Broadwell, Director of the Dorchester County Department of Economic Development and Suzi Eakle, Economic Development Manager of Queen Anne's County Economic Development Office, also congratulated the companies and Chamber and highlighted the importance of international trade in their counties.

REALIZE MUMBAI FREE WEBINAR ON AUGUST 31

Formerly known as Bombay, Mumbai is the commercial, financial, and entertainment capital of India. The city is headquarters to almost all of India's financial institutions. Fifteen of the top twenty Indian business houses are also headquartered in Mumbai. If you are looking to make or increase sales in this financial market of India, participate in the U.S. Commercial Service's webinar on doing business in Mumbai.

Opportunities in Mumbai

- **Growth:** Mumbai, the capital of the State of Maharashtra, has a population of 17 million.
- **Leading industries:** Entertainment, process controls/instrumentation, machine tools, pollution control, renewable energy, consumer goods, processed foods, infrastructure (ports, rail, roads, power), airport and ground support equipment, education, and scrap (metal, acrylic, paper).
- **Attractive features:**
 - Two stock exchanges (Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE), India's securities regulatory body (SEBI), and its central bank (the Reserve Bank of India).
 - Major ports: the Mumbai Port and Jawaharlal Nehru Port.

Senior International Economist Dr. Abdul Shaikh from the U.S. Commercial Service-Washington, D.C., and Principal Commercial Officer Jim Cunningham and Senior Commercial Specialist P. Srinivas of the U.S. Commercial Service Mumbai, India, will discuss the business climate of Mumbai and respond to your industry-specific questions. To register, contact Linda Abbruzzese at Linda.Abbuzzese@mail.doc.gov

It is time to say goodbye to Commercial Officer Bryan Larson and welcome his replacement, Dr. Stephen Anderson. Mr. Larson will be in Mandarin training for the next year in preparation for his next assignment at the U.S. Embassy in Beijing. Dr. Anderson will assume responsibility for Mr. Larson's clients and all USEAC clients in the ICT and education/training sector. He will also serve as the USEAC's representative to Howard County and the lower Eastern Shore.

Dr. Anderson is a tenured Foreign Service Officer in the U.S. Department of Commerce and has been posted to the Baltimore USEAC for a two-year assignment. From 2002-2006, Dr. Anderson directed the Commercial Section at the U.S. Consulate in Nagoya, Japan, and from 1999-2002, he was a Commercial Officer at the U.S. Embassy in Beijing.



Previous to the Foreign Service, Dr. Anderson worked as a consultant and research professor at the International University of Japan and taught at the University of Wisconsin-Madison. He has published research on public policy, commercial affairs and international relations in Japan,

China and the Asia-Pacific region, and he won the Masayoshi Ohira book prize in 1994 for his book on welfare policy published in both English and Japanese.

Dr. Anderson will begin work at the USEAC beginning of October and can be reached at Tel: 410-962-6896 or Stephen.Anderson@mail.doc.gov.

WEBINAR: PROPOSED REVISION OF EXPORT LICENSING REQUIREMENTS FOR CHINA

Date: Thursday, September 14, 2006

Time: 1:15 pm EDT / 12:15 pm CDT / 11:15 am MDT / 10:15 am PDT

Location: Your Office or Home Computer

Duration: 45 minutes

Cost: FREE

Register:

<http://www.buyusa.gov/asianow/chinalicensingregs.html>

This webcast program is for those companies, organizations, and individuals that have an interest in understanding the United States' revised policy for exports and reexports of dual-use items to the People's Republic of China (PRC) as presented in the proposed rule published in the Federal Register on July 6, 2006. Bureau of Industry and Security

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officials will explain the amendments proposed in the rule and answer questions.

Discussion Topics:

- Scope of proposed amendments
- Revision to the China licensing review policy for national security controlled items
- Understanding the proposed military end-use control
- New authorization for Validated End-Users
- New exporter requirements to obtain End-User certificates
- Open Question & Answer

Speaker:

Matthew S. Borman, Acting Assistant Secretary, responsible for implementing the Bureau of Industry and Security's controls on the export of dual-use items for national security, foreign policy, nonproliferation, and short supply reasons.

More on Mr. Borman's background:

<http://www.bis.doc.gov/about/MBormanBio.html>

SEE WHAT'S 'DOWN UNDER' AT THE NATIONAL AQUARIUM IN BALTIMORE!



As a member of the Baltimore community, Maryland's leading tourist attraction, and an international icon, the Aquarium provides cultural, recreational, and educational experiences that meet the needs of diverse communities.

The National Aquarium in Baltimore is conveniently located in Baltimore's Inner Harbor and is one of the nation's most popular aquatic adventures. Whether you want to see sharks, snakes, or the Blue-Crowned Motmot, the aquarium is the place to go. The aquarium has over 10,500 specimens and over 560 species on display throughout their exhibits.

The Aquarium features hundreds of exhibits with over 14,000 animals. The newest addition to the aquarium is the *Animal Planet Australia: Wild Extremes* exhibit. This exhibit depicts amazing stories of survival in an extreme environment. The highly adaptive animals in wild Australia have survived over millions of years in a land of drought, fire, and flood.

The U.S. Commercial Service is working together with the National Aquarium in Baltimore to help promote their attractions internationally. Paula Katz, *Director of Sales and Service* for the Aquarium, recently met with Commercial Service Specialist Jane Zoutendijk from the U.S. Embassy in the Netherlands and Jolanta Coffey from the Baltimore U.S. Commercial Service. They discussed ways to promote the aquarium to international visitors and expand the Aquarium's brand internationally. During the visit, Mrs. Katz highlighted

the aquarium's current exhibits and facilities for hosting corporate events.

The Aquarium is celebrating its 25th anniversary this year. With an average of over 1.6 million visitors a year, it's easy to see how the National Aquarium in Baltimore is one of Maryland's most treasured attractions. For special anniversary events and to plan your visit, please visit www.aqua.org.

NEED HELP PLANNING A FAMILY ADVENTURE?

Planning a family vacation that is full of stimulating activities and adventure requires a lot of time and research. Wouldn't it be great if there were someone who would plan it for you? Well, there is! [Children's Concierge](#) is a company that creates personalized adventures for families with the best that U.S. and International destinations have to offer, and makes them come alive for each member in unique ways that families might never have known possible.

Children's Concierge connects families with what is best and most interesting in selected cities around the world. Their investigation of the world's major cities allows them to introduce families to museums, art galleries, concerts, afternoon teas, parks, recreation facilities, historic houses, theater performances and much, much more. They offer products and services to families in a manner that is unique and personally customized for each member, no matter what age.

With the help of the Baltimore U.S. Export Assistance Center, Children's Concierge just added new destinations to their list: Israel, Turkey and Greece!

Here are just a few of their favorite ways to explore a city:

- [In Fala's Footsteps](#). Come be introduced to President Franklin Roosevelt and his wife Eleanor—as seen through the eyes of their favorite black Scottish terrier - Fala
- Explore the streets of London with [London Walks](#)
- Say “Goodnight” to Abraham Lincoln or take a Tour of [The White House with Washington Walks](#)
- [Cruise down the Seine at sunset with Batteau Parisian](#)

For family oriented activities and a unique traveling experience, visit www.childrensconcierge.com.

For additional information and to see how the U.S. Commercial Service can help you promote your destination and tourism activities internationally, please contact Jolanta Coffey at the Baltimore USEAC at Jolanta.Coffey@mail.doc.gov

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PROMOTE YOUR MEDICAL PRODUCTS!

U.S. Medical Catalog Show – Cairo

When: September 14-17, 2006

Where: Cairo International Fairgrounds

(in conjunction with Meditech Expo, Hall 15)

Cost: \$200

Benefits:

- Low cost, easy introduction of your products, space and publicity at a major regional show, great market exposure, trade leads report, and ongoing follow-up.
- Egypt's highly competitive healthcare/medical market is worth \$750 million with an annual growth rate of 12%. U.S. market share is estimated at 25%
- With a population of 77 million that continues to grow, hospitals and medical centers are constantly being built. With little local production, the market relies mainly on imports and is extremely receptive to American products.
- Demand is increasing for quality U.S. medical equipment and healthcare services, products and technologies to serve the Government's strategic health modernization plans for upgrading existing facilities in hospitals, clinics, laboratories and healthcare centers.
- The development of new private hospitals has led to significant demand for sophisticated medical equipment and technology.
- The customs tariff reduction in late 2004 (now 5% for medical items) is an added value to U.S.
- SME medical suppliers and manufacturers to penetrate the regional market and increase sales.

For more Information, Please Contact:

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Commercial Specialist
Tel: +20-2-797-2223

American Planning Association's Annual Workshop on Planning in China

Over the past four years, the APA China program has successfully organized four *Planning in China* workshops. On **September 14-15**, the program continues in Washington, DC. The APA has invited senior Chinese planners and American experts to give presentations to interested planners and designers on topics of Chinese urbanization and planning issues as well as practical knowledge of professional activities

in China. This year's program also features a banquet with 11 senior Chinese officials from the State Administration of Cultural Heritage (SACH), a Ministerial agency in central government, who will be participating in a 15-day intensive training program arranged by APA in the U.S.

For more information, please visit:

<http://www.planning.org/APAinChina/workshops/06workshop.htm>

BUSINESS SERVICE PROVIDER SPOTLIGHT

Locate professional business service providers who can help with everything from translating documents to providing the legal support needed to succeed in the international marketplace.

This month, in the spotlight is the "Business Consulting" category. Visit the entire Business Service Provider at:

<http://www.buyusa.gov/baltimore/bspdirectory.html>

"Business Consulting"

Company: Sli Siar Teoranta



Contact: Michale Wu, Managing Director, North America
300 Park Ave.

17th Floor

New York, NY 10022

Phone: 516-502-5429

Fax: 978-389-4658

Email: michel@slislar.com

Web: <http://www.slislar.com>

Sli Siar Teoranta (<http://www.slislar.com>) is an Irish consulting firm specializing in China Market Entry as well as cross-border Investment Advisory, with offices in Beijing, Dublin, and NYC. In order to help our clients make the most sound strategic decisions for market entry into China, Sli Siar leverages its industry experts and their comprehensive knowledge of the China market to provide organizations like yours with essential market insights and strategies for expansion and growth despite language barriers, cultural differences, and a constantly evolving regulatory landscape. We have more than 60 years of collective experience in China, and we use the knowledge and relationships we've cultivated over that time to your benefit.

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To help your company address China's market challenges and business development projects, Sli Siar offers China Business Consulting services such as Market Analysis, Feasibility Studies, Market Entry Advisory Services, New Business Development, Sales and Channel Management, Marketing, Human Resources Consulting, R&D Center/Factory Setup, Joint Venture/Partnership Establishment. Sli Siar also offers China Investment Advisory services such as Assessment of Investor Needs, ROI Expectations, Exit Plans, Project/Partner Identification, Business/Financial/Legal Due Diligence, Deal and Equity Stake Negotiations, Operational Due Diligence, and Contract Compliance.

For more information on what Sli Siar can do for your China entry strategy, please contact Michael Wu, Managing Director-North America, at our New York office at (516) 502-5429 or via email at Michael@slislar.com.



The U.S. Department of Commerce's Europe Team, in cooperation with Market Access and Compliance's Europe Offices, is offering a unique full-day program that will answer today's key European trade issues to help you unlock these markets. Please join us on **Thursday, September 7, 2006** at the Hilton Garden Inn in Washington, DC to learn about today's key trade policy issues from the experts and decision-makers who implement and/or fight them every day. Knowledge is power, and it can also lead to increased export sales! Understanding today's key trade policy issues allows U.S. companies to make better decisions about which foreign countries to target. What standards and regulations must my company comply with? How will the expansion of the EU affect my business? Will my intellectual property be protected? How do I voice my concerns and to whom? Who can assist me when I run into trade barriers or seek new export opportunities?

Morning Program: Panel Sessions

- An Overview of Key U.S.-Europe Trade Policies
- EU Expansion – What Are The Implications For U.S. Companies?
- Russia and Beyond – What U.S. Exporters Need To Know

Afternoon Program: Break out Sessions

The afternoon program will include two separate break-out sessions that will run simultaneously (choose one or the other)

- Protecting Your Intellectual Property In Europe
- Understanding European Standards and Regulations

The full-day program is **\$125**

The cost of either a half-day morning or afternoon program is **\$75**

REGISTRATION DEADLINE: September 05, 2006

To Register Online, Please Visit:

<http://www.buyusa.gov/newengland/useusummit.html>

Trade Events, Workshops, and Seminars

For information on these and other events not listed, or if you would like your event listed, contact the Baltimore USEAC at 410-962-4539.

Domestic

Indo-U.S. Business Forum – Vikasa

Friday, September 1, 2006

Baltimore Convention Center

Registration: <http://biz2006.akkaonline.org>

Learn about business opportunities in India at the Indo-U.S. Business Forum – Vikasa – at the Baltimore Convention Center. The business forum is focusing on business opportunities in India and the Bangalore region, with a special focus on three sectors: information technology, healthcare & biotechnology, and infrastructure. Speakers include many prominent business executives from U.S. and Indian companies with extensive experience in the Indian market.

U.S./Europe Summit

Thursday, September 7, 2006

Washington, DC

Cost: \$125 for full day, \$75 for half day

Registration:

<http://www.buyusa.gov/newengland/useusummit.html>

The U.S. Department of Commerce's Europe Team, in cooperation with Market Access and Compliance's Europe Offices, is offering a unique full-day program that will answer today's key European trade issues to help you unlock these markets. Please join us to learn about today's key trade policy issues from the experts and decision-makers who implement and/or fight them every day.

Baltimore USEAC Open House and Export Achievement Certificate Presentation

Friday, September 8, 2006

Baltimore USEAC

Registration: Kimberly Robinson, 410-962-4539 or

Kimberly.Robinson@mail.doc.gov

The Open House is a great opportunity to see what the Center has been involved in over the last year and to honor and award local businesses that have experienced success in exporting.

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Patent Protection in China

September 14, 2006

2:00-3:00pm

Washington, DC

Registration: ChinaIPR@mail.doc.gov

Join U.S. Patent and Trademark Office Attorney-Advisor Elaine Wu in a discussion of China's proposed Patent Law amendments, top industry concerns and recent delegation visit from China's Patent office; Tom Moga, attorney at Butzel Long on registration options; and Skip Fisher, attorney at Schwabe, Williamson & Wyatt, P.C. on enforcement strategies

U.S. Free Trade Agreements and Environmental Trade Opportunities

September 29, 2006

9:00am to 2:30pm

Howard County EDA

Columbia, MD

Cost: \$25

Registration: Jolanta Coffey, (410) 962-4578 or jolanta.coffey@mail.doc.gov

Beyond the North American Free Trade Agreement (NAFTA), the United States has concluded Free Trade Agreements (FTAs) with 12 partner countries such as: Chile, El Salvador, Nicaragua, Australia, Singapore, Bahrain, Morocco, and more. Learn about business opportunities in FTA Partner countries, how FTAs boost environmental technology export opportunities, U.S. Government support, and financing.

International

Access Eastern Mediterranean (AEM) Program

To be launched on September 1, 2006

Egypt, Israel, Jordan, Lebanon, Morocco, Turkey and West Bank

More Info: <http://www.buyusa.gov/easternmed/ict06.html>

The U.S. Commercial Service at the American Embassies wants to U.S. ICT companies to participate in the Access Eastern Mediterranean (AEM) program. The AEM is a good tool to explore sales opportunities in seven markets. Online registration is currently available.

Embassy Skopje Economic Conference “New Investment Frontiers: Doing Business in Macedonia”

Thursday September 14, 2006

Please contact: Mr. Arben Gega, U.S. Embassy Commercial Specialist, at (389-2) 311-6180, fax (389-2) 311-7103 or e-mail at: macbisconf@state.gov.

The U.S. Embassy in Skopje will host a one-day conference on identifying new investment and business opportunities in

Macedonia on September 14, 2006, at the Aleksander Palace Hotel in Skopje.

For representatives of U.S. companies seeking to explore business opportunities in Macedonia, or to expand existing activities here, the conference will present a unique opportunity for matchmaking with local companies.

With its centrally located position in the South-East Europe region, stable political and economic environment, free trade agreements with many SEE countries, WTO membership, and European Union candidate status, Macedonia has much to offer to U.S. companies operating in the region.

The Conference will allow participants an opportunity to meet with representatives of Macedonian companies that could be potential business partners, managers of U.S. companies already operating in Macedonia, and government officials from economic and trade-related offices.

U.S. Embassy Economic/Commercial Office representatives will be available at the conference to facilitate your communication with local company representatives.

The conference is sponsored by the U.S. Department of State's Business Facilitation Incentive Fund. Registration and participation in the Conference is offered at no cost. Participants will be responsible for their own transportation and accommodations. For registered conference participants and selected government representatives, there will be a cocktail reception hosted by the U.S. Embassy on the evening of September 13.

U.S. Medical Catalog Show - Cairo

September 14-17, 2006

Cairo, Egypt

Cost: \$200

Registration: Mrs. Jihan Labib, Commercial Specialist, +20-2-797-2223, Jihan.Labib@mail.doc.gov

Take advantage of a low-cost and easy method of introducing your products to this market as well as great market exposure, trade leads report, and ongoing follow-up.

Green Building & Sustainable Design U.S.- Canada A/E Partnering Seminar

September 18-20, 2006

Toronto & Vancouver, Canada

Contact: Rita Patlan, Rita.Patlan@mail.doc.gov

For more information, visit:

<http://www.buyusa.gov/canada/en/uscdaaepartneringseminar.html>

The U.S. Commercial Service of the U.S. Consulate General in Vancouver and in Toronto invites qualified U.S. architectural firms to participate in the first-ever two-city stop “U.S.-Canada Architectural/Engineering (A/E) Partnering Seminar.

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Take advantage of this unique opportunity to make a presentation to Canadian architectural firms in Toronto and Vancouver on how your company's *Leadership in Energy and Environmental Design (LEED®)* or sustainable architectural projects will enhance the Canadian landscape. Network with Canadian architectural colleagues and explore business partnerships with Canadian firms in order to pursue projects in Canada, the United States and in international markets. Let the U.S. Commercial Service help your firm present your company's excellence in design and/or overall achievements and expertise in LEED® and/or sustainable design to Canadian architectural firms.

Africa Aerospace and Defense 2006

September 19 – 22, 2006

Ysterplaat AFB, Cape Town, South Africa

The U.S. Commercial Service South Africa in conjunction with the International Trade Administration's (ITA) Aerospace and Defense Technology Team are organizing the Aerospace Executive Service at the AAD – Africa Aerospace and Defense Air Show, September 20 - 22, 2006 in Cape Town, South Africa. The Aerospace Executive Service affords lower-cost access for small and medium-sized businesses by allowing them to participate in AAD without taking on the expense of purchasing and staffing booth space.

Natural Products Expo Japan

September 21-23, 2006

Tokyo, Japan

Contacts:

Asia & Europe, Ms. Yvonne Chang ychang@penton.com

North America, Ms. Kristen Seldon kseldon@newhope.com

For more information, visit:

<http://www.naturalproductsjapan.com/>

This year, two world-class tradeshow producers of the Natural and Organic Products Industry join forces with Japan's largest Functional Food trade publisher and the oldest Natural Food Association to form an unprecedented partnership. Together, they will produce a triple conjoined trade exhibition focused on Natural Products, Organic Food, Health, and the Functional Products Industry of Japan.

This is the only professional trade event in Japan showcasing the latest in Natural Products, Health, Personal Care, Supplements and Nutrition. Natural Products Expo Japan will present the emergent natural and nutrition industries of Japan to a world of buyers and sellers. Organized by New Hope Natural Media and Health Business Magazine.

Security

October 10, 2006 – October 13, 2006

Essen, Germany

Security is held in Germany every other year and is considered the largest and most comprehensive international trade fair in the world on security products, equipment and services.

Surveys say that 40% of participants come with definite investment intentions. In 2004, Security had over 900 exhibitors from 39 countries.

12th Annual AAAE/IAAE Central Europe/U.S. Airport Issues Conference

October 24-26, 2006

Dubrovnik, Croatia

For more information, visit:

<http://www.buyusa.gov/austria/en/airportconference.html>

Cosponsored by the U.S. Commercial Service and the U.S. Trade and Development Agency. This year's conference offers you the unique opportunity to hear first-hand about priority airport modernization and expansion projects, with financing approved, at tier two airports throughout this fascinating region! Representatives of the implementing agencies will present selected projects in detail to conference participants. After the presentations, one on one meetings between U.S. supplier companies and the project implementing agencies are planned.

CS Healthcare Technologies Trade Mission

October 30-November 3, 2006

China and Hong Kong

For more information, visit:

<http://www.buyusa.gov/healthcare/chinamission.html>

The United States Department of Commerce, International Trade Administration, U.S. Commercial Service, Office of Global Trade Programs, is organizing a Healthcare Technologies Trade Mission to China, which will visit Beijing, Zhengzhou, and Hong Kong October 30-November 3, 2006. The trade mission will target a broad range of healthcare sectors, including medical equipment and devices; diagnostics; the IT-healthcare sub-sector, e.g., electronic patient records, automated patient scheduling, telemedicine; and healthcare services. The focus of the mission will be to match participating U.S. companies with qualified agents, distributors, representatives, licensees, and joint venture partners, and where appropriate, arrange for appointments with government officials, in these markets.

U.S. Maritime and Industrial Security Seminar and Exhibition

November 6-8, 2006

Montreal and Halifax, Canada

U.S. companies specializing in border, port and commercial security that are interested in developing sales in Canada's rapidly changing security market should participate in the U.S. Maritime and Industrial Security Exhibition.

Following a successful 2005 event, U.S. security companies are invited to showcase and make a presentation to representatives of Canadian provincial, municipal governmental agencies, distributors and end users of security

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technology on how their product or service could influence the way security issues are managed in Canada and the United States. The goal for this two-stop event will be to meet and establish business relationships with key contacts in the maritime and industrial sectors in Montreal and Halifax

China/Supply Expo China 2006- In Conjunction with China International Nutrition Health Industry Expo Shanghai 2006

November 9-12, 2006

Shanghai, China

Contacts:

Asia & Europe, Ms. Yvonne Chang ychang@penton.com

North America, Ms. Kristen Seldon kseldon@newhope.com

For more information, visit:

<http://www.naturalproductschina.com/>

Featuring every category in the natural, health and organic industry, Natural Products Expo China delivers thousands of new products from the best companies to a growing international audience.

With functional food sales reaching RMB360 million and nutrition supplements sales topping RMB3.63 billion in 2005, retailers, brokers and distributors are responding to customers' needs and looking for the best-selling products, the next big trend, and the latest industry information. Even if you have an established brand, this is the time to capture your share of this dynamic market.

Natural Products Expo China is part of the China International Nutritional Health Expo. The holding of this Nutritional Health Expo is aimed to deliver thousands of visitors – national, regional and international, who come to stock their entire stores or to add natural and organic lines to their existing grocery, specialty, fitness, spa, gift or food service business.

China Trade Mission

Led by Commerce Secretary Carlos Gutierrez

November 13-16, 2006

Cost: \$8,500 per firm (one representative)

Application Info: Department of Commerce Office of Business Liaison, 202-482-1360, chinamission@doc.gov

U.S. companies have the chance to make or increase sales in this booming market by joining by joining Commerce Secretary Carlos M. Gutierrez as he leads a delegation of U.S. businesses on the Business Development Mission to China. [Request an application now.](#) Expenses for travel, lodging, and incidentals will be the responsibility of each mission participant. **Application Deadline September 15.**

Aerospace Trade Mission to Netherlands and Belgium

November 13-16, 2006

More Info: www.buyusa.gov/netherlands/en/aerospace.html

The U.S. Commercial Service along with the Office of Defense Cooperation will be hosting this upcoming Aerospace Trade Mission to the Netherlands and Belgium. This event will open up a vast market. Combined defense expenditures for these two countries totals over \$10.9 billion. This trade mission serves to help companies start business in The Netherlands and Belgium.

MEDICA 2006

November 15-18, 2006

Dusseldorf, Germany

Contact: Jennifer Loffredo, Jennifer.Loffredo@mail.doc.gov

For more information, visit:

http://www.buyusa.gov/eme/medica_ceo.html

MEDICA 2006 is the largest and most prestigious medical technology show in the world, with over 4,000 exhibitors, and over 134,000 international visitors. Regular exhibit space is always at a premium and companies often struggle to stand out among thousands of companies.

The US Commercial Service's CEO program is your alternative to booth space. Our CEO Program is a cost-effective way to promote your company in more than 32 European countries. You will attend the MEDICA Trade Show with all the benefits of a booth space, but without the expense and difficulty of set-up.

The Corporate Executive Office (CEO) at MEDICA 2006 provides the ideal opportunity to:

- Showcase your product to over 136,000 "trade only" visitors from 85 countries.
- Expand your business to Europe and the world.
- Meet the finest partners, agents, distributors and customers from the 4,300 exhibitors.
- Strike business deals without the expense of an exhibition booth.

The participation fee for the CEO program is **just \$4,200.00 for four full days.** Fees do not include travel costs.

IDEAS 2006

Karachi, Pakistan

November 21-24, 2006

For more information, visit: www.ideaspakistan.com

The 4th International Defense Exhibition and Seminar will be held in Karachi, Pakistan this year. The theme for this year's event is Arms For Peace and will include demonstrations of vehicles, equipment, and firepower etc. 59 countries will be

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represented and there will be exhibits for safety equipment, military transport vehicles, ammunition and defense systems.

Business Development Mission to India

November 29 - December 5, 2006

Find out more and register at:

<http://www.export.gov/indiamission/>

India, the world's fastest growing free-market democracy, presents lucrative opportunities for all types of businesses - especially U.S. companies. In 2005, U.S. merchandise exports to India were almost \$8 billion, doubled since 2002.

U.S. companies have the chance to make or increase sales in this booming market by joining the U.S. Department of Commerce's International Trade Administration Business Development Mission to India. Under Secretary for International Trade Franklin L. Lavin will lead the Mission with coordination by the U.S. Commercial Service in the United States and India.

European Union:

WEEE Environmental Directive Recovery, Reuse, and Recycling Targets

Into Effect December 1, 2006

As of August 13, 2005 enforcement of the WEEE (Waste Electrical and Electronic Equipment) Directive began, however not all EU countries have fully implemented WEEE. Recovery, re-use and recycling targets go into effect December 31, 2006. For more information on the WEEE directive, including country-by-country WEEE implementation information, please visit the [U.S. Commercial Service website](#).

Airport, Port and Transport Security Show 2006

December 5, 2006 – December 6, 2006

London, United Kingdom

This trade show is for companies who supply products for homeland security type markets. The main attendees at APTS are senior executives from airports, airlines, ports, police security and transportation companies. In 2005, there were over 1500 attendees from 27 countries. The show is co-located with three other shows: Event & Venue Security (EVS), Counter Terror World, and Infra-Security.

LAAD 2007

April 17, 2007 – April 20, 2007

Rio de Janeiro, Brazil

For more information please visit: <http://www.laadexpo.com/>

This year marks the 10th anniversary for the Latin American Aero and Defense Expo. This year's expo will focus on defense, homeland security, commercial aviation and helicopter aviation. This is the largest and most important event for the armed forces of Latin America.

Natural Products Expo Asia 2007

June 28-30, 2007

Hong Kong, China

Contact:

Asia & Europe, Ms. Yvonne Chang ychang@penton.com

North America, Ms. Kristen Seldon kseldon@newhope.com

For more information, visit:

<http://www.naturalproductsasia.com/>

Natural Products Expo Asia 2005 attracted 7,202 attendees from 31 countries around the world to attend the Show. The fact that almost half of our attendees traveling more than 10 hours to attend the event speak to the quality of the event itself and to the business opportunities it represents. As a gateway into Chinese and Asian markets, Expo Asia surely provided an ideal platform for exhibitors and buyers around the world to meet potential business partners.

Alexander Amdur

Commercial Officer

Architectural/Engineering Services,
Building Products & Equip., Energy,
Agriculture & Food Products

Stephen Anderson

Commercial Officer

Information Technology,
Telecommunications &
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